

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37245  
**Alt Order #:** 08863986  
**Product Desc:** ISSUE  
**Estimate:** 984  
**Flight Dates:** 09/14/12 - 09/23/12  
**Original Date / Rev:** 09/12/12 / 09/14/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	66	\$165,500.00	\$140,675.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	66	\$165,500.00	\$140,675.00	0.00
<b>Totals</b>	<b>66</b>	<b>\$165,500.00</b>	<b>\$140,675.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$165,500.00
Market	100%	\$551,666.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$137,916.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$27,583.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	09/15/12	09/22/12	Politics Now S Sebelius CM	Various	-----S- (5:30 PM-6:00 PM)	:30	2	\$900.00	LV1	0.00	NM	4	\$3,600.00
POLITICS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-				2	\$900.00		0.00			
		Week: 09/17/12	09/23/12	-----S-				2	\$900.00		0.00			
E 3	8	09/16/12	09/23/12		CM	8 News Now Sun A-----S	:30	1	\$600.00	LV1	0.00	NM	2	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now Sun AM #1														
8 News Now Sun AM #1														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$600.00		0.00			
Week:		09/17/12	09/23/12	-----S				1	\$600.00		0.00			
E 5	8	09/17/12	09/21/12	Live w/Kelly	CM	9-10a MTWTF--	:30	3	\$750.00	LV1	0.00	NM	3	\$2,250.00
Live With Regis & Kelly														
KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				3	\$750.00		0.00			
E 8	8	09/15/12	09/23/12	8 News Now 11p Sa/Su	CM	11-1135P -----SS	:30	1	\$900.00	LV1	0.00	NM	2	\$1,800.00
8 News Now Sa/Su 11p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----SS				1	\$900.00		0.00			
Week:		09/17/12	09/23/12	-----SS				1	\$900.00		0.00			
E 15	8	09/17/12	09/21/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	5	\$1,100.00	LV1	0.00	NM	5	\$5,500.00
8 News Now 4p M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$1,100.00		0.00			
E 17	8	09/17/12	09/21/12	630-7p Inside Edition	CM	630-7p MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
Inside Edition														
INSIDE ED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$2,500.00		0.00			
E 19	8	09/17/12	09/21/12	8 News Now 6a M-F	CM	6-7a MTWTF--	:30	5	\$900.00	LV1	0.00	NM	5	\$4,500.00
8 News Now 6a M-F														
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$900.00		0.00			
E 20	8	09/16/12	09/23/12	Eye on Wash/Wall St Jo	CM	5-6a -----S	:30	1	\$300.00	LV1	0.00	NM	2	\$600.00
Eye On Wash/Wall St Jrnl														
EYE/WALL ST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$300.00		0.00			
Week:		09/17/12	09/23/12	-----S				1	\$300.00		0.00			
E 22	8	09/17/12	09/21/12	1230-2p Soaps/ LMAD	CM	1230-2p MTWTF--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
Soaps / Let's Make A Deal														
BOLD/DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
9	8	09/17/12-09/23/12		1230-2p Soaps/ LMAD		1230-2p	MTWThF----	:30	<del>(\$800.00)</del>		0.00	NM		
See MG 22.10														
10	8	09/17/12-09/23/12		1230-2p Soaps/ LMAD		1230-2p	MTWThF----	:30	\$800.00		0.00	NM		
Ⓜ MG for 22.9 09/17														
E 23	8	09/14/12	09/14/12	8 News Now 4p M-F	CM	4-5p ----F--	:30	1	\$900.00	LV2	0.00	NM	1	\$900.00
8 News Now 4p M-F														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$900.00		0.00			
E 24	8	09/17/12	09/21/12	8 News Now 4p M-F	CM	4-5p MTWTF--	:30	5	\$900.00	LV2	0.00	NM	5	\$4,500.00
8 News Now 4p M-F														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				5	\$900.00		0.00			
E 26	8	09/17/12	09/21/12	7-8p Rotator	CM	7-8p MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
7-8p Rotator														
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 26	8	09/17/12	09/21/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTWTF--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--				2	\$2,500.00		0.00			
E 27	8	09/16/12	09/23/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$500.00	LV1	0.00	NM	2	\$1,000.00
INSIDE ED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	09/16/12	-----S				1	\$500.00		0.00			
Week: 09/17/12		09/23/12	09/23/12	-----S				1	\$500.00		0.00			
E 31	8	09/17/12	09/21/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5	\$4,000.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--				5	\$800.00		0.00			
E 33	8	09/17/12	09/21/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a MTWTF--	:30	5	\$800.00	LV1	0.00	NM	5	\$4,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--				5	\$800.00		0.00			
E 35	8	09/17/12	09/21/12	Price Is Right Price Is Right	CM	10-11a MTWTF--	:30	3	\$2,500.00	LV1	0.00	NM	3	\$7,500.00
PRICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	MTWTF--				3	\$2,500.00		0.00			
E 36	8	09/18/12	09/18/12	Tue 8-9p NCIS	CM	8-9p -T-----	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----				1	\$18,000.00		0.00			
E 39	8	09/16/12	09/16/12	Sun 10-11p The Mentalist	CM	10-11p -----S	:30	2	\$9,500.00	LV1	0.00	NM	2	\$19,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	09/16/12	-----S				2	\$9,500.00		0.00			
N 40	8	09/15/12	09/22/12	ACC Football ACC Football	CM	930a-12n -----S-	:30	3	\$1,400.00	LV1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	09/16/12	-----S-				3	\$1,400.00		0.00			
Week: 09/17/12		09/23/12	09/23/12	-----S-				3	\$1,400.00		0.00			
N 41	8	09/18/12	09/18/12	Tue 8-9p NCIS	CM	8-9p -T-----	:30	1	\$19,000.00	LV1	0.00	NM	1	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	-T-----				1	\$19,000.00		0.00			
N 42	8	09/20/12	09/20/12	Thu 9-10p 2 1/2 Men 2x's	CM	9-10p ---T---	:30	1	\$18,000.00	LV1	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	---T---				1	\$18,000.00		0.00			
N 43	8	09/14/12	09/21/12	Fri 8-9p Undercover Boss	CM	8-9p ----F--	:30	1	\$7,500.00	LV1	0.00	NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	09/16/12	----F--				1	\$7,500.00		0.00			
Week: 09/17/12		09/23/12	09/23/12	----F--				1	\$7,500.00		0.00			
N 44	8	09/15/12	09/22/12	Sat Prime Special KLAS Movie	CM	8-10p -----S- (8:00 PM-10:00 PM)	:30	1	\$3,000.00	LV1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	09/16/12	-----S-				1	\$3,000.00		0.00			
Week: 09/17/12		09/23/12	09/23/12	-----S-				1	\$3,000.00		0.00			
N 45	8	09/16/12	09/23/12	NFL Pre-Game Show NFL Pre-Game Show	CM	NFL Pre-Game Sh-----S	:30	1	\$4,975.00	LV1	0.00	NM	2	\$9,950.00

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Estimate:	984

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